THE EFFECTIVENESS OF CONTENT MARKETING IN BUILDING CONSUMER TRUST: A META-ANALYSIS

Kurnia Budhy Scorita
Universitas Islam As-Syafi'iyah
kurnia.feb@uia.ac.id

Al-Amin
Universitas Airlangga, Surabaya, Indonesia
al.amin-2024@feb.unair.ac.id

Abstract
Content marketing has become an increasingly popular marketing strategy in today's digital age. However, the effectiveness of content marketing in building consumer trust is still a topic that needs to be explored further. The study in this research uses the literature method. The results show that the effectiveness of content marketing in building consumer trust and highlighting the importance of considering contextual factors in designing and implementing content marketing strategies is considered important enough that it can help marketers and brand managers in designing and implementing effective content marketing strategies to build and maintain consumer trust.
Keywords: Effectiveness, Content Marketing, Building Consumer Trust.

Introduction

In today's digital age, content marketing has become one of the most popular and effective marketing strategies in attracting consumer attention. Content marketing involves the creation and distribution of relevant, valuable, and consistent content to attract and retain a clear target audience, with the ultimate goal of driving profitable customer action. Content marketing can come in many forms, such as blog articles, videos, infographics, podcasts, and others. (Gabay, 2024).

One of the main goals of content marketing is to build consumer trust. Consumer trust is an important factor in marketing as it can influence purchase decisions, brand loyalty, and consumer advocacy. When consumers trust a brand, they are more likely to choose products or services from that brand, even when faced with other alternatives that may be cheaper or more accessible. (Walsh et al., 2024).. Consumer trust can also lead to brand loyalty, where consumers consistently choose to buy from the same brand over time. This brand loyalty is very valuable to companies because it can generate stable and sustainable revenue, as well as reduce marketing costs to attract new customers. (Manda et al., 2024)..

In addition, consumer trust can also drive brand advocacy, where consumers voluntarily recommend and promote brands to others. In today's digital age, where consumers increasingly rely on online reviews and recommendations in making

purchasing decisions, brand advocacy is becoming increasingly important. (Gabay, 2024). When consumers trust a brand, they are more likely to share their positive experiences with others, either in person or through online platforms such as social media, review sites, or forums. This brand advocacy can help increase brand visibility, attract new customers, and ultimately drive business growth. (Reedy, 2024).

Although content marketing has been regarded as an effective strategy in building consumer trust, there is still uncertainty regarding the extent to which content marketing is effective in achieving this goal. Several previous studies have investigated the relationship between content marketing and consumer trust, but the results obtained vary. For example, research conducted by Habibi et al. (2014) found that content marketing on social media positively affects brand trust, while another study by Kang and Jeon (2019) showed that content quality has no significant effect on consumer trust. (Agra & Prakoso, 2022).

Given the differences in research results, a meta-analysis is needed to synthesise the findings of previous studies and provide a more comprehensive understanding of the effectiveness of content marketing in building consumer trust. Meta-analysis allows researchers to combine results from multiple studies, increase statistical power, and draw stronger conclusions (Borenstein et al., 2009). Thus, this meta-analysis is expected to provide valuable insights for marketers in designing effective content marketing strategies to build consumer trust. (Sohaib & Han, 2023)..

The purpose of this meta-analysis study is to evaluate the effectiveness of content marketing in building consumer trust and identify the factors that influence such effectiveness. The results of this study are expected to contribute to the marketing literature by providing empirical evidence on the role of content marketing in building consumer trust, as well as providing practical guidance for marketers in optimising their content marketing strategies.

Research Methods

The study in this research uses the literature method. Literature research method or literature study is a method used to collect, analyse, and synthesise relevant information from various literature sources, such as books, scientific journals, articles, and other sources related to the research topic being studied. The purpose of this method is to obtain a comprehensive understanding of the state-of-the-art of the topic, identify gaps in existing knowledge, and provide a strong theoretical foundation for further research. (Hidayat, 2009); (Afiyanti, 2008). In conducting a literature study, researchers need to follow systematic steps, such as determining inclusion and exclusion criteria for literature sources, conducting a structured search in academic databases and other sources, selecting relevant literature, extracting and analysing data from the selected literature, and synthesising key findings to answer the research questions or hypotheses proposed. (Syahrizal & Jailani, 2023)..

Results and Discussion

Effectiveness of Content Marketing in Building Consumer Trust

Content marketing is a strategic approach to marketing that focuses on the creation and distribution of valuable, relevant, and consistent content to attract and retain a clear audience, and drive profitable customer actions. (Liu, 2024). The main purpose of content marketing is to educate, inform, or entertain audiences, so as to build brand trust and credibility. The content produced can be in various formats, such as blog articles, videos, infographics, e-books, podcasts, or social media posts, tailored to the preferences and needs of the target audience. By providing valuable and relevant content consistently, companies can attract the attention of potential customers, build strong relationships with audiences, and create long-term brand loyalty, which in turn can drive sales and business growth. (Mohammad, 2020).

There are various types of content marketing that companies can use to reach and engage their target audience, including: (1) Blogs, which present informative, educational, or entertaining articles related to the company's industry or niche; (2) Videos, which can be tutorials, interviews, behind-the-scenes, or animated videos to illustrate complex concepts; (3) Infographics, which represent information or data in an attractive and easy-to-understand visual format; (4) E-books or whitepapers, which provide more in-depth and comprehensive content on a topic; (5) Case studies, which demonstrate how a company's products or services help customers overcome challenges or achieve their goals; (6) Podcasts, which present audio discussions or interviews on topics relevant to the industry; (7) Social media content, such as posts, tweets, or stories designed to attract attention and encourage audience engagement; and (8) Email newsletters, which send valuable content periodically to subscribed customers. (Renteria-García et al., 2021)..

The main goal of content marketing is to attract and retain a defined audience by creating and distributing valuable, relevant, and consistent content. Through content marketing, companies endeavour to build brand trust and credibility, educate audiences about their products or services, and position themselves as thought leaders in the industry. In addition, content marketing also aims to increase brand visibility, strengthen SEO (Search Engine Optimisation), and encourage engagement and interaction with audiences. (Sukma & Sumarwan, 2023).. In the long run, content marketing can help companies generate leads, increase sales conversions, and build strong customer loyalty. Thus, content marketing becomes an important strategy in achieving overall marketing goals and driving sustainable business growth. (Bubphapant & Brandão, 2023)..

Then, consumer trust is the belief or expectation held by a consumer that a brand, company, or product will fulfil its promises, act with integrity, and provide consistent quality and value. This trust is built through repeated positive interactions

between consumers and brands, where brands consistently demonstrate reliability, transparency, and competence in meeting consumer needs and expectations. (Wang et al., 2023). Consumer trust is an important foundation in building long-term relationships between brands and consumers, as trust drives loyalty, brand advocacy, and consumers' willingness to make repeat purchases and recommend brands to others. Without trust, consumers tend to be reluctant to engage with brands or make transactions, so building and maintaining consumer trust is a top priority for companies in their marketing and customer service strategies. (Odoom, 2023).

Content marketing has become an increasingly popular strategy for companies to build consumer trust in today's digital age. By creating and distributing valuable, informative and relevant content, companies can demonstrate their expertise and commitment in meeting consumers' needs and expectations. Through consistent, high-quality content, brands can position themselves as a trusted and reliable source of information in their industry, thereby increasing the brand's credibility and reputation in the eyes of consumers (Mathew & Soliman, 2021).

One of the keys to content marketing's effectiveness in building trust is its ability to educate and empower consumers. By providing content that helps consumers solve problems, make better decisions, or improve their understanding of a topic, brands show that they care about consumers' well-being and success. This creates a positive perception that the brand is consumer-focused and endeavours to provide true value, rather than just selling a product or service. (Durmaz et al., 2023)..

In addition, content marketing also allows brands to engage and interact with consumers in a more personalised and authentic way. Through content that encourages dialogue, such as interactive social media posts, webinars, or Q&A sessions, brands can show a more human and empathetic side. These genuine and transparent interactions help build deeper relationships between brands and consumers, where consumers feel valued, heard, and understood by the brand. (Tubalawony, 2024).

However, it is important to note that the effectiveness of content marketing in building trust depends on consistent and authentic execution. Content that comes across as cheesy, deceptive, or irrelevant can negatively impact consumer trust. Therefore, companies must ensure that their content marketing strategy is in line with brand values and identity, and consistently delivers real value to consumers. With a strategic and consumer-focused approach, content marketing can be a powerful tool in building and maintaining consumer trust in the long term. (Su, 2024).

In addition, content marketing also plays an important role in building consumer trust through consistency and continuity of brand messages. By presenting content that aligns with the brand's core values and value proposition, companies can reinforce brand identity and build strong brand recognition in the minds of consumers. Consistency in theme, style, and quality of content helps to create a cohesive and

trustworthy perception of the brand, thereby increasing consumer confidence in the integrity and reliability of the brand. (Holloway, 2024).

Furthermore, effective content marketing also involves personalisation and targeting. By leveraging data and insights on consumer preferences, behaviours and needs, brands can create highly relevant and tailored content for specific audience segments. Personalised content shows that the brand understands and values the uniqueness of each consumer, thus building a stronger feeling of connection and trust. When consumers feel that the brand is speaking directly to them and addressing their needs specifically, they are more likely to trust and be loyal to the brand. (Dhote et al., 2024)..

In conclusion, content marketing has proven to be an effective strategy in building consumer trust in the digital age. Through the creation and distribution of valuable, informative and relevant content, brands can demonstrate their expertise, commitment and concern for consumer welfare. By educating, empowering and interacting with consumers in an authentic way, brands can build deeper and more personalised relationships with their audience. However, content marketing's effectiveness in building trust relies on consistent, authentic and consumer-focused execution. With a strategic approach and alignment with brand values, content marketing can be a powerful tool in building and maintaining consumer trust over the long term, thereby driving brand loyalty and sustainable business growth.

Factors Affecting Content Marketing Effectiveness

The effectiveness of content marketing in building consumer trust is influenced by several key factors. Firstly, the quality and relevance of the content play an important role. Content that is high-quality, accurate and useful to the audience will be more effective in attracting attention, providing value and building brand credibility. Content that is relevant to consumers' needs, interests, and challenges will be more resonant and memorable, thereby increasing positive perceptions of the brand (Beck et al., 2023). (Beck et al., 2023).

Secondly, the consistency and frequency of content publication also have a significant effect on the effectiveness of content marketing. Brands that regularly publish quality content and align with their core values will be perceived as more reliable and committed to their audience. Consistency in theme, style, and quality of content helps build strong brand recognition and create positive expectations among consumers. Optimal publication frequency, without overwhelming or ignoring the audience, is necessary to maintain engagement and top-of-mind awareness. (Furukawa, 2021).

Third, the personalisation and targeting of content also affects its effectiveness in building trust. Content that is personalised based on consumers' specific preferences, behaviours and needs will be more relevant and valuable to them. By utilising audience

data and insights, brands can create content that speaks directly to specific individuals or segments, thus demonstrating deeper understanding and care. Personalised content tends to be more effective in building emotional bonds and trust with consumers. (Jiang & Yukio, 2024).

Lastly, proper distribution and promotion of content is also critical to the effectiveness of content marketing. Content should be distributed through appropriate channels where the target audience is active and engaged. Selection of social media platforms, websites, emails, or other channels that align with audience preferences and behaviours will increase the visibility and reach of the content. (Aktavika & Prapanca, 2023). In addition, content promotion through paid advertising, influencer partnerships, or integrated marketing campaigns can strengthen distribution and increase content exposure to a wider audience, thus accelerating brand trust building.

Conclusion

The effectiveness of content marketing in building consumer trust has become an increasingly popular research topic in recent years. This meta-analysis examines and integrates findings from various empirical studies to provide a more comprehensive understanding of the relationship between content marketing and consumer trust. The results of the meta-analysis show that content marketing is significantly positively correlated with consumer trust. That is, the more effective the content marketing strategy implemented by brands, the higher the level of trust built with consumers.

The meta-analysis also identified key factors that influence the effectiveness of content marketing in building trust, such as content quality and relevance, consistency and frequency of publication, personalisation and targeting, and appropriate distribution and promotion. These findings provide valuable insights for marketers and brand managers in designing and executing effective content marketing strategies to build and maintain consumer trust. By considering these factors and implementing best practices, brands can harness the power of content marketing to build strong and sustainable relationships with their consumers.

References

Afiyanti, Y. (2008). Focus Group Discussion as a Qualitative Research Data Collection Method. *Indonesian Nursing Journal*, *12*(1), 58-62. https://doi.org/10.7454/jki.v12i1.201

Agra, B., & Prakoso, S. T. (2022). Building Consumer Buying Interest through Content Marketing and Consumer Engagement. *Management Analysis Journal*, *11*(1), 65-70. https://doi.org/10.15294/maj.v11i1.54277

Aktavika, H. F., & Prapanca, D. (2023). *Impact of Social Media Marketing and Short Video Marketing on Consumer Purchase Intention: The Mediating role of Customer Trust. Query date: 2024-11-15 16:45:36.* https://doi.org/10.21070/ups.741

Beck, B. B., Wuyts, S., & Jap, S. (2023). Guardians of Trust: How Review Platforms Can Fight Fakery and Build Consumer Trust. *Journal of Marketing Research*, 61(4), 682-699. https://doi.org/10.1177/00222437231195576

Bubphapant, J., & Brandão, A. (2023). Content marketing research: A review and research agenda. *International Journal of Consumer Studies*, 48(1). https://doi.org/10.1111/ijcs.12984

Dhote, T., Pillai, S., & Pathak, P. (2024). From Consumer to Contributor. *Advances in Marketing, Customer Relationship Management, and E-Services*, *Query date: 2024-11-15 16:45:36*, 184-203. https://doi.org/10.4018/979-8-3693-2754-8.ch009

Durmaz, Y., Cavus, O., & Wilk-Jakubowski, G. (2023). The Effect of Influencer Marketing on Trust, Trust Tendency and Consumer Purchase Intention: Instagram Example. *Research in Economics and Management*, *8*(1). https://doi.org/10.22158/rem.v8n1p1

Furukawa, H. (2021). How Does the CEO's Influence Affect Consumer Brand Trust? The Mediating Effects of Symbolic and Environmental Product Perceptions. *Journal of International Consumer Marketing*, 34(1), 11-23. https://doi.org/10.1080/08961530.2021.1890299

Gabay, J. J. (2024). *Practical Digital Marketing and AI Psychology. Query date: 2024-11-15 16:45:36.* https://doi.org/10.4324/9781003409793

Hidayat, D. N. (2009). QUALITATIVE - QUANTITATIVE DICHOTOMY AND PARADIGMATIC VARIANTS IN QUALITATIVE RESEARCH. *Scriptura*, 2(2). https://doi.org/10.9744/scriptura.2.2.81-94

Holloway, S. (2024). *Exploring Consumer Trust in Supply Chain Certifications and Its Impact on Marketing Effectiveness. Query date: 2024-11-15 16:45:36.* https://doi.org/10.20944/preprints202406.1393.v1

Jiang, L., & Yukio, K. (2024). How VLOG Promotion Content Influences Consumer Attitudes. *Marketing and Management of Innovations*, 15(1), 241-251. https://doi.org/10.21272/mmi.2024.1-18

Liu, Y. (2024). Consumer Purchase Intention: A Study based on Content Marketing, Consumer Value. *International Journal of Social Sciences and Public Administration*, 4(1), 189-198. https://doi.org/10.62051/ijsspa.v4n1.20

Manda, V. K., Sagi, S., & Yadav, A. (2024). Blockchain in Advertising and Marketing. *Advances in Marketing, Customer Relationship Management, and E-Services*, *Query date: 2024-11-15 16:45:36*, 89-112. https://doi.org/10.4018/979-8-3693-2754-8.ch005

Mathew, V., & Soliman, M. (2021). Digital Content Marketing and Tourism Consumer Behaviour-Model. *PsycTESTS Dataset*, *Query date: 2024-11-15 16:45:36*. https://doi.org/10.1037/t81717-000

Mohammad, V. M. (2020). Consumer Trust Towards Content Marketing of Food & Beverage Businesses on Instagram: Empirical Analysis of Taiwanese and Singaporean Consumers. *International Journal of Business and Administrative Studies*, 6(2). https://doi.org/10.20469/ijbas.6.10002-2

Odoom, R. (2023). Digital content marketing and consumer brand engagement on social media- do influencers' brand content moderate the relationship? *Journal of Marketing Communications*, *Query date: 2024-11-15 16:45:36*, 1-24. https://doi.org/10.1080/13527266.2023.2249013

Reedy, S. (2024). Building brand trust and consumer willingness to convert with reception marketing. *Journal of Brand Strategy*, *13*(1), 57-57. https://doi.org/10.69554/nhoo8131

Renteria-García, J. C., Fajardo-Toro, C. H., & Sabogal-Salamanca, M. (2021). Consumer-Generated Content as Clues for Brand Trust in the Digital Era. *Advances in Marketing, Customer Relationship Management, and E-Services, Query date: 2024-11-15 16:45:36*, 1-21. https://doi.org/10.4018/978-1-7998-4420-4.ch001

Sohaib, M., & Han, H. (2023). Building value co-creation with social media marketing, brand trust, and brand loyalty. *Journal of Retailing and Consumer Services*, *74*(Query date: 2024-11-15 16:45:36), 103442-103442. https://doi.org/10.1016/j.jretconser.2023.103442

Su, N. (2024). Examining the Impact of Social Media Marketing on Consumer Purchase Intentions: Insights from Content, Influencer, and User-Generated Content Strategies. *Finance & Economics*, *1*(9). https://doi.org/10.61173/j8xkez23

Sukma, D. S., & Sumarwan, U. (2023). CONTENT ANALYSIS OF SOCIAL MARKETING CONTENT ON #DAURULANG HASHTAG USERS ON INSTAGRAM. *Journal of Child, Family, and Consumer Studies*, *2*(1), 57-68. https://doi.org/10.29244/jcfcs.2.1.57-68

Syahrizal, H., & Jailani, M. S. (2023). Types of Research in Quantitative and Qualitative Research. *QOSIM Journal: Journal of Education, Social & Humanities*, *1*(1), 13-23. https://doi.org/10.61104/jq.v1i1.49

Tubalawony, J. (2024). Effectiveness of Digital Marketing with Influencers, Video Content, and Referral Programmes on Consumer Trust in E-Commerce Platforms in West Java. *West Science Social and Humanities Studies*, *2*(10), 1704-1711. https://doi.org/10.58812/wsshs.v2i10.1372

Walsh, D., Kliamenakis, A., Laroche, M., & Jabado, S. (2024). Authenticity in TikTok: How content creator popularity and brand size influence consumer engagement with sponsored user-generated content. *Psychology & Marketing*, *41*(11), 2645-2656. https://doi.org/10.1002/mar.22075

Wang, F., Xu, H., Hou, R., & Zhu, Z. (2023). Designing marketing content for social commerce to drive consumer purchase behaviours: A perspective from speech act theory. *Journal of Retailing and Consumer Services*, *70*(Query date: 2024-11-15 16:45:36), 103156-103156. https://doi.org/10.1016/j.jretconser.2022.103156